

PORTFOLIO

TARA SEARS | PRODUCTION DESIGNER

317.840.9947 tara@demandmktg.com

NOTABLE GIGS

[OneAmerica Financial](#) | Freelance Production Designer | June, 2024–June, 2025

[Halupka Studio](#) | Freelance Senior Production Designer | August, 2021–present

[Nogginwerks](#) | Freelance Production Designer | March, 2014–present



Student Manual for the League of American Bicyclists. Production design completed for Halupka Studio, Nashville, TN.



Summer magazine for the Realtors Land Institute. Production design completed for Halupka Studio, Nashville, TN.

PROJECTS

PRINT



Winter magazine for the Realtors Land Institute. Production design completed for Halupka Studio, Nashville, TN.



Annual Report for Midwest Energy Efficiency Alliance. Production design completed for Halupka Studio, Nashville, TN.

2024 WINNER
MAGAZINE CATEGORY
GOLD
circle
AWARDS
CELEBRATED BY ASAE



PROJECT DESCRIPTION

I worked on this presentation for Halupka Studio out of Nashville, TN. We had gone through a rebrand of all marketing materials for Uniting Voices Chicago (formerly the Chicago Children's Choir). I took information from a previous deck and updated it to the new branding for the organization (32 pages).

DESIGN
SOCIAL

Material Challenges?

 **GENESIS** PLASTICS
WELDING

Sterilization Woes?

 **GENESIS** PLASTICS
WELDING

Let's Chat

 **GENESIS** PLASTICS
WELDING



WE'RE HIRING



Happy Thanksgiving

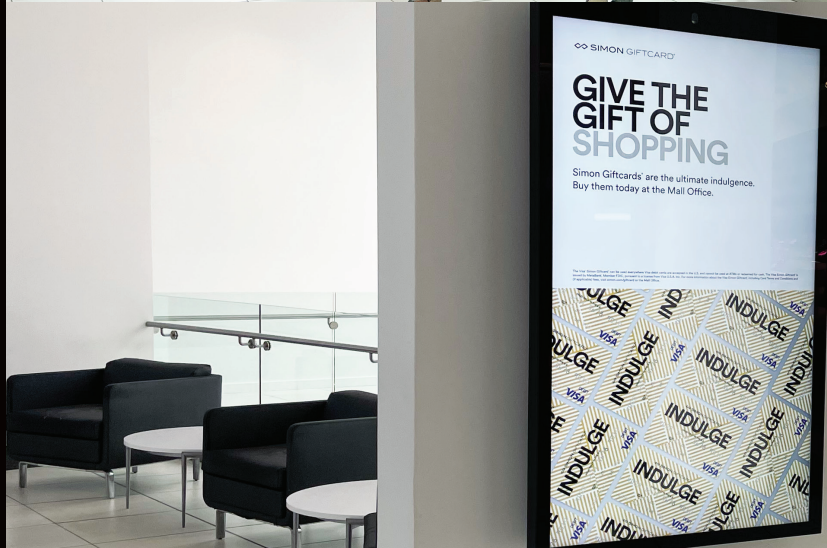
 **Paradigm**
Health

Caregiving calls us to
lean into love
we didn't know possible.

- Tia Walker

 **Paradigm**
Health

DISPLAY



DESIGN
PRINT

SHOULD I BUY NOW OR WAIT UNTIL NEXT YEAR?



NOW

4.30%

\$250,000

\$1,237.18

Are you one of the many Millennials (born between 1981 and 1987) who sees your friends and family diving head first into the real estate market and are wondering if now is the time for you to do the same?

Find out the difference a year could make!

←	INTEREST RATE	→
	Freddie Mac Projection 2019	
←	HOME PRICE	→
	CoreLogic Projection (+4.3%)	
←	MORTGAGE PAYMENT	→
	Per Month - Principal & Interest	



NEXT YEAR

5.10%

\$260,750

\$1,415.74

The Cost of Waiting to Buy is defined as the additional funds it would take to buy a home if prices & interest rates were to increase over a period of time.

What Will It Cost If You Wait To Buy Your Dream Home?

Monthly

\$178.56

Coffee & Lunch (M-F)



Friday Night Sushi



A New Car



Annually

\$2,142.72

A Needed Vacation



Pay Off Your Credit Cards



Over 30 Years

\$64,282

At age 61, you would have spent an additional \$64,282 on your home.

At that time in your life, hopefully retirement is in your future...



We are sure you could think of a few great ways to spend that money!

Live Comfortably.



317.379.0184
info@finecraftbuilders.com

These are estimated examples based on third-party projections; for your personal estimate, contact one of our sales people today!

.....JOIN US FOR AN.....

OPEN HOUSE

Sunday, April 26, 2015 • 1pm - 5pm



[EXPERIENCE • a hair spa]

8610 Madison Ave. Indianapolis, IN 46227 317.851.9212
Please R.S.V.P. to Experience.ahairspa@gmail.com

Paradigm Health

REDUCING WORKPLACE STRESS FOR HEALTHCARE PROFESSIONALS

Join us for a private open house celebrating the new Serenity Suites at Compass Park

THE HOSPICE WING AND SUITES PROVIDE:

- Hospice suites with private fenced-in patio and garden.
- Each bed has the capability to be wheeled through the oversized patio doors for guests to enjoy the peacefulness of the outdoors.

Paradigm Health

COMPASS PARK
INDIANA MASONIC HOME

BIG O TIRES

READY TO ROAD TRIP

Mobil 1 Lube Express

BRAKES ALIGNMENT SHOCKS STRUTS SUSPENSION REPAIR CHECK ENGINE LIGHTS

\$10 OFF

Your car can take you a lot of places. Whether it's work, school, or the grocery store, we want to help keep you safe on the road.

Bring this card in to the Mooresville or Plainfield Big O and receive \$10 OFF our Full Service Oil Change. It's just our way to say thank you for being a Big O Customer!

OUR FULL SERVICE OIL CHANGE OR 15% OFF ANY SERVICE*
*EXCLUDES TIRES. Expires 2/15/2011. NOT GOOD WITH ANY OTHER OFFER.

Mooresville (317) 834-6840 Plainfield (317) 837-1552

Big O Tires - More than just a place to buy the best priced tires.

Looking for
Insight,
Transformation,
and Learning
in Online Talk

Trena M. Paulus and Alyssa Friend Wise

We love your look - AND we have a DROP-IN for that!

Receive your selected, arranged, seasonal porch pot, delivered to your door. We make it simple:

- Choose your style
- Choose your size

MEDIUM ROUND
12 1/2" x 12 1/2" x 11" tapering to 8 1/2" at the bottom and 12.75" tall

MEDIUM SQUARE
12 1/2" x 12 1/2" x 11" tapering to 8 1/2" wide at the bottom and 12 1/2" tall

LARGE ROUND
16 1/2" x 16 1/2" x 11" tapering to 12" wide at the bottom and 13 1/2" tall

Drop in your own pot info

We now have to measure your container for our DROP IN YOUR OWN POT product! Follow these steps to help you find the right size. Be sure to follow the steps for your container!

Step 1
Measure the inside width (perpendicular area) of your container. Place it on the ground. Measure the drop-in pot to width without going over. The final measurement is the product description in this section.

Step 2
Measure the inside width of the container and your pot. Make sure that it is larger than the width of the bottom of your drop-in. The second measurement is the product description in this section.

Step 3
Measure down to the height of your drop-in. Now, measure the width in your container at the height of the drop-in product. Make sure that it is larger than the width of the bottom of your drop-in. This means that your drop-in will not sink too deep to go. The final measurement is the product description in the drop-in height.

Insert your new drop-in!

Choose the correct drop-in product from our website and we will deliver flower joy to your doorstep!



DESIGN
PRINT

Simon Giftcard

MOTIVATE REWARD SAVE

NO LUCK NEEDED

PROMO CODE: MARKSLUCKS

BHMG PHYSICIAN LEADER'S MANIFESTO

- We are **unguarded** and **genuine** with one another.
- We acknowledge our weaknesses and tap into each other's **skills and expertise**.
- We **challenge** one another about how we arrive at our conclusion and opinions.
- We **voice our opinions** even at the risk of causing disagreement.
- We end discussions with clear and specific resolutions and **calls to action**, reflecting our direction and priorities.
- We **support** group decisions even if we initially disagree.
- All members of our team are held to the same **high standards** and we offer unprovoked, **constructive feedback** to one another.
- We consistently **follow through** on promises and commitments.
- We have a reputation for **high performance**.
- We value **collective success** more than individual achievement.

RESULTS
ACCOUNTABILITY
COMMUNICATION
CONFLICT
TRUST

AMANDA MAYER
SMG

HIGHLIGHTED EXPERIENCE

As a project manager, I have been responsible for the successful completion of numerous projects, including the construction of new buildings, the renovation of existing buildings, and the construction of infrastructure projects.

Key accomplishments include:

- Managed the construction of a new building, ensuring that all projects were completed on time and within budget.
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- Managed the construction of a new building, ensuring that all projects were completed on time and within budget.

Designed resume template that can be customized for any employee.

BEFORE



AFTER



T A S K

Product color was changing so I changed the color in Photoshop and matched a paint chip that was provided digitally.

PHOTOSHOP



T A S K

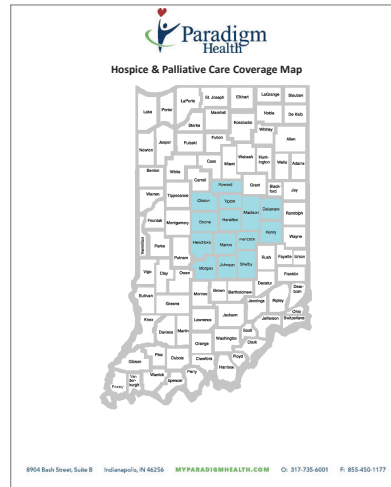
Client wanted to use this photo in an existing brochure - I cleaned up the asphalt and grass area.



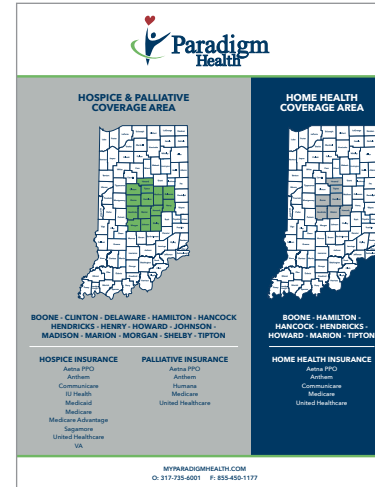
T A S K

The Michael Kors store had closed at this outlet so I removed the logo in Photoshop so it could be used in a presentation.

BEFORE



AFTER



TASK

Client created the before in house - task was to update it using existing brand standards

REBRANDING

SUPPLIED

"No one - not professional athletes, not software billionaires, and not even geniuses - ever makes it alone."
Malcolm Gladwell

JOIN THE STRATEGY FORUMS

For peer advisory groups, leadership & team development, executive coaching, and assessments turn to The Strategy Forums.

Our expertise is our ability to connect with and lead individuals and teams to capitalize on their strengths and achieve unprecedented results.

THE STRATEGY FORUMS
Empower your business. Enrich yourself.

For more information, visit TheStrategyForums.com or call Sally Tassani at 317-694-2244

DELIVERED

"Business leaders who dedicate themselves to gaining new perspectives and challenging existing ones are the most prepared for the challenges ahead."
- Alan Beaulieu

3 SIMPLE QUESTIONS

1. Do you have easy access to a network of external peers for advice, and a new perspective?
2. Do you have easy access to experts with the latest thinking on leadership and organizational trends?
3. Do you spend time every month gaining new perspectives so you can strengthen your organization?

Join one of our Forums and meet those who answered "YES!"

THE STRATEGY FORUMS
Empower your business. Enrich yourself.

For more information, visit TheStrategyForums.com or call Sally Tassani at 317-694-2244

TASK

Client Request: Create a table tent for an upcoming event - based off this ad that would appear in the event program.

ANCHORAGE 5TH AVENUE SHOPPERS TELL US WHAT YOU THINK!

Help us improve your next shopping trip.
Scan this QR code with your smart phone to start now!



text **GUEST2** to **74666**

to provide your feedback.

www.simon.com/feedback/anchorage5thave

Standard data and message rates may apply.



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SIMON.COM

JOB DESCRIPTION

Agency provided a template in InDesign. I used data merge to place individual mall information from Excel to InDesign. I also placed QR codes that were different for each poster and provided final packaged files for the printer.

KNOXVILLE CENTER

WINDY HILLS • KNOXVILLE

1 **KNOXVILLE CENTER**
Major Retailers: Macy's, JCPenney, The Home Depot, Sears, Best Buy, Target, Walgreens, Kroger, etc.
Total Area: 1,000,000 sq. ft.

2 **RETAIL CENTERS**
Major Retailers: Target, Best Buy, Home Depot, JCPenney, Sears, etc.
Total Area: 1,000,000 sq. ft.

3 **APARTMENT COMPLEXES**
Major Retailers: JCPenney, Sears, etc.
Total Area: 1,000,000 sq. ft.

4 **SINGLE-FAMILY RESIDENTIAL**
Major Retailers: JCPenney, Sears, etc.
Total Area: 1,000,000 sq. ft.

5 **OTHER**
Major Retailers: JCPenney, Sears, etc.
Total Area: 1,000,000 sq. ft.

6 **TRADE AREA DEMOGRAPHICS**
Trade Area Population: 500,000
Total Employment: 100,000
Average Annual Household Income: \$40,000
Median Age: 35.5

7 **SPECIALTY RETAILERS, RESTAURANTS AND ENTERTAINMENT**
Major Retailers: JCPenney, Sears, etc.
Total Area: 1,000,000 sq. ft.

8 **LOCATION**
Knoxville Center is located just off I-75 and I-40.

9 **CONTACT**
Agency: Simon Property Group
Address: 1000 Market Street, Suite 1000, Knoxville, TN 37902
Phone: 615.522.1000
Fax: 615.522.1001
Email: info@simon.com

JOB DESCRIPTION

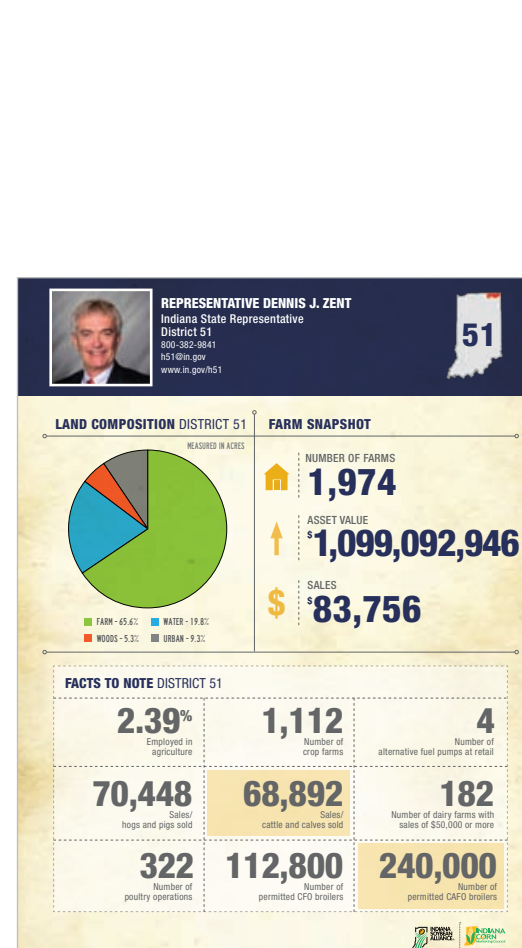
Agency provided the initial template in InDesign. The task was to flow information from Word documents provided by the client, position aerial photos (some retouching involved), add street names, and place number markers and connector lines where needed. There are over 200 malls and I assisted the agency with yearly updates (and created files for new properties that were added to their portfolio) on this project for 5 years.

FREELANCE PRODUCTION IN DESIGN



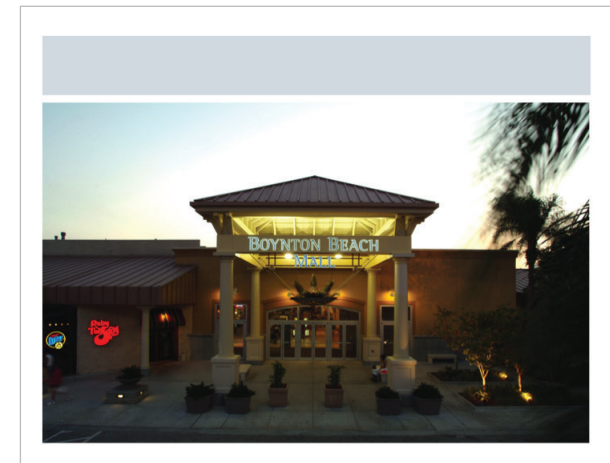
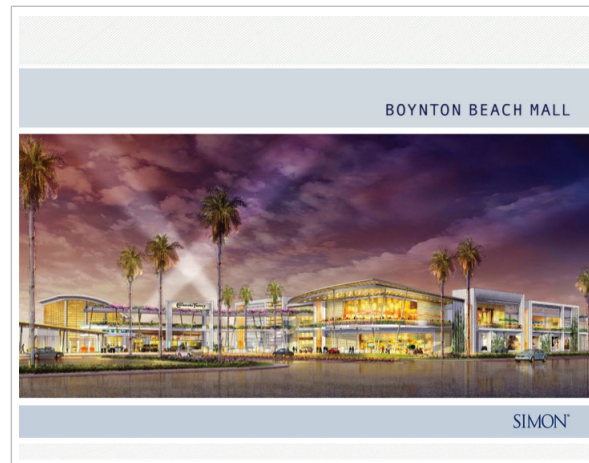
JOB DESCRIPTION

Agency provided layout of a template in InDesign. Task was to create a Word document (that looked exactly like the InDesign file) that the client could flow text into on an as-needed basis. I created a style gallery for text to make formatting as easy as possible for the client.



JOB DESCRIPTION

Agency provided the initial template in InDesign. Word documents were provided by the client and I used those to place information for each district. I created the graphs in Illustrator and placed each Representative's photo and graphic of Indiana. I was able to merge data from Excel for the Representative's contact information, as that was provided in a spreadsheet format.



SIMON MARKETING

UNIQUE, INDUSTRY-LEADING APPROACH DESIGNED TO BUILD TRAFFIC
AND PROVIDE RETAILERS WITH OPPORTUNITIES TO ENGAGE CONSUMERS AND DRIVE SALES

GRASSROOTS MARKETING

Locally executed events designed to:

- Drive traffic
- Support retailers
- Connect with the community

Boydton Beach Mall had over 25 Unique events last year including Senior Day, fashion Camp and our annual Hurricane Expo.

SIGNATURE EVENTS

High impact events, executed in select markets, designed to appeal specifically to a property's unique shopper base.

- Senior Day
- Safety & Wellness Fair
- Holiday Concert Series

PLATFORM PROGRAMS

Regional/national programming designed specifically for key shopper segments:

- Kids
- Teens
- Holiday/Santa Photo

POSITIVE CONSUMER REACTION

Satisfaction With Event:

Very Satisfied	70%
Somewhat Satisfied	21%

Events Encourage More Frequent Visits?

Yes	86%
No	14%

Events Enhance Shopping Experience?

Yes	85%
No	15%

Like To See More Events At Mall?

Yes	94%
No	6%

Source: 2009/2010 Grassroots Events Consumer Research

2

DIGITAL MARKETING	
LEADING THE WAY	
	<p>Web-Simon's industry-leading Web site designed around our retailers.</p> <p>Mobile—providing retailers with multiple options to reach Simon shoppers.</p> <ul style="list-style-type: none"> • Simon is the only mall partner with Shopkick, an industry-leading, cross-retailer mobile app. • First in industry to launch a proprietary mail app. • Leveraging text messaging to complement broader mobile marketing strategy. <p>Social Media—engaging shoppers and tapping into their love of shopping.</p> <ul style="list-style-type: none"> • Most of our malls have a significant social media presence (Facebook, Twitter, Foursquare). • Our social media strategy is designed to engage consumers, spur discussion, and highlight what's new on-line, including new stores and retailer promotions. • Our strategy is working! • Simon malls have an engaged community: More than 75% of Facebook fans visit their favorite mall page at least weekly, 28% daily. • Shoppers are satisfied: 99% of shoppers are satisfied with our content. • Facebook shoppers come to the mall more often: 11.4 times every three months versus the average 8.9 times. • Our community is vital: More than half of our Facebook fans have encouraged friends to become fans and/or shared information about mall events and promotions.* <p><small>*Survey: A message was posted on all Simon mall Facebook pages from June 14 to July 18, 2010, asking fans to participate in a survey. Results are based on 1,100 responses.</small></p>

JOB DESCRIPTION

Agency provided a template in Powerpoint. I was given access to their servers so I could access photography, Word documents, and Excel spreadsheets to create individual presentation books (17 pages) for each mall. Eventually, the Powerpoint document would be used in sales presentations and also printed and bound for clients.



DESIGN
LOGO CREATION

O I L E



PACKAGING

